## WHAT IS CLAIMED IS:

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1. A printing apparatus comprising:

a setting unit for setting whether printing is executed in excess of a specific deterioration degree or not; and

a printing unit for executing the printing on the basis of print information in accordance with the setting by the setting unit when an image is deteriorated and printed on the basis of the print information.

- 2. An apparatus according to claim 1, wherein when the image is deteriorated and printed on the basis of the print information, if a mode in which 15 the printing is not executed in excess of the specific deterioration degree has been set by the setting unit, said printing unit deteriorates the image and executes the printing on the basis of the print information, and when the image is deteriorated 20 and printed on the basis of the print information, if a mode in which the printing is executed in excess of the specific deterioration degree has been set by the setting unit, said printing unit deteriorates the image and executes the printing on the basis of the 25 print information.
  - 3. An apparatus according to claim 1, wherein

said setting unit includes an operation panel.

- 4. An apparatus according to claim 1, wherein said deterioration includes deterioration due to image compression.
- 5. An apparatus according to claim 1, wherein said setting unit includes a unit for setting a degree of the deterioration.

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6. An apparatus according to claim 1, wherein when the image is deteriorated and printed on the basis of the print information, whether a mode in which the printing is not executed in excess of the specific deterioration degree has been set by the 15 setting unit or not is discriminated every page, if it is determined that the mode in which the printing is not executed in excess of the specific deterioration degree has been set by the setting unit, 20 said printing unit deteriorates the image and executes the printing on the basis of the print information, and when the image is deteriorated and printed on the basis of the print information, if it is determined that a mode in which the printing is 25 executed in excess of the specific deterioration degree has been set by the setting unit, said printing unit deteriorates the image and executes the

printing on the basis of the print information.

7. A print control method comprising:

a setting step of setting whether printing is executed in excess of a specific deterioration degree 5 or not; and

a printing step of executing the printing on the basis of print information in accordance with the setting by the setting step when an image is deteriorated and printed on the basis of the print information.

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- 8. A method according to claim 7, wherein when the image is deteriorated and printed on the basis of 15 the print information, if a mode in which the printing is not executed in excess of the specific deterioration degree has been set by the setting step, said printing step deteriorates the image and executes the printing on the basis of the print 20 information, and when the image is deteriorated and printed on the basis of the print information, if a mode in which the printing is executed in excess of the specific deterioration degree has been set by the setting step, said printing step deteriorates the image and executes the printing on the basis of the 25
- print information.

- 9. A method according to claim 7, wherein said setting step is set by an operation panel.
- 10. A method according to claim 7, wherein said 5 deterioration includes deterioration due to image compression.
- 11. A method according to claim 7, wherein said setting step includes a step of setting a degree of the deterioration.
- A method according to claim 7, wherein when the image is deteriorated and printed on the basis of the print information, whether a mode in which the 15 printing is not executed in excess of the specific deterioration degree has been set by the setting step or not is discriminated every page, if it is determined that the mode in which the printing is not executed in excess of the specific deterioration 20 degree has been set by the setting step, said printing step deteriorates the image and executes the printing on the basis of the print information, and when the image is deteriorated and printed on the basis of the print information, if a mode in which 25 the printing is executed in excess of the specific deterioration degree has been set by the setting step,

said printing step deteriorates the image and

executes the printing on the basis of the print information.

## 13. A program product comprising:

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a setting step of setting whether printing is executed in excess of a specific deterioration degree or not; and

a printing step of executing the printing on the basis of print information in accordance with the setting by the setting step when an image is deteriorated and printed on the basis of the print information.

14. A product according to claim 13, wherein 15 when the image is deteriorated and printed on the basis of the print information, if a mode in which the printing is not executed in excess of the specific deterioration degree has been set by the setting step, said printing step deteriorates the 20 image and executes the printing on the basis of the print information, and when the image is deteriorated and printed on the basis of the print information, if a mode in which the printing is executed in excess of the specific deterioration degree has been set by the 25 setting step, said printing step deteriorates the image and executes the printing on the basis of the print information.

- 15. A product according to claim 13, wherein said setting step is set by an operation panel.
- 16. A product according to claim 13, wherein 5 said deterioration includes deterioration due to image compression.
- 17. A product according to claim 13, wherein said setting step includes a step of setting a degree of the deterioration.
- 18. A product according to claim 13, wherein when the image is deteriorated and printed on the basis of the print information, whether a mode in which the printing is not executed in excess of the specific deterioration degree has been set by the setting step or not is discriminated every page, if it is determined that the mode in which the printing is not executed in excess of the specific
- deterioration degree has been set by the setting step, said printing step deteriorates the image and executes the printing on the basis of the print information, and when the image is deteriorated and printed on the basis of the print information, if it
- is determined that a mode in which the printing is executed in excess of the specific deterioration degree has been set by the setting step, said

printing step deteriorates the image and executes the printing on the basis of the print information.